

REMARKS

There were 15 claims in the original application numbered 1 – 15. Claims 1 and 11 are the independent claims. With this Office Action Response there are 17 claims numbered 1 – 17. Claims 2 – 10, 13 – 15 (Original), claims 1, 11 and 12 (Currently amended), and claims 16 and 17 (new). Claims 2 – 10 and 12 – 15 are the dependent claims. Claims 1, 11, 16 and 17 are the independent claims.

Reconsideration of the claims argued herein is respectfully requested.

Allowable subject matter**Claims 12 and 13**

At page 6, paragraph 5, the Examiner objects to claims 12 and 13 as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all the limitations of the base claim and any intervening claims. Applicant has rewritten these claims in independent form to include all the limitations of the base claim and the intervening claims. These claims now appear as claims 16 and 17 respectively.

For the above reasons it is believed that claims 16 and 17 are now allowable. Such action is respectfully requested.

Claim Objections

At page 2, paragraph 1, the Examiner objects to claim 12 as being dependent from itself. The Examiner correctly concluded that it should depend from claim 11, and it has been rewritten to do so. Applicant respectfully requests that the Examiner remove his objection to this claim.

The § 103 Rejections

At page 2, paragraph 3 of the Office Action, the Examiner rejects claims 1 – 2, 5 – 11, 14 – 15 under 35 U.S.C. 103(a) as being unpatentable over Pasquali (US patent 6,321,209) in view of Nazem et al (US patent 5,983,227).

Pasquali teaches a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. More simply, applicant believes Pasquali allows a user at a client device to connect to a server such that an application is downloaded and run at the client device. Advertising data is then obtained by the server and sent to the client device. The application allows the advertising data to be displayed at the client device as a more feature rich presentation (for example, to include sound and video).

Nazem teaches a page server that allows the user to design a template that will be filled with realtime information such as weather and stock information.

Conversely, Applicant's invention provides a user friendly interface at the server device for building web pages to advertise goods and services. The web page building is initiated by a user at a client device. The goods and services are preferably advertised at a mostly central location with other goods and services from other providers of such also available for viewing by potential purchasers.

Claim 1

Applicant has repeated claim 1 for the convenience of the examiner.

1. (currently amended) A method of creating a web page that can be used in a dynamic system for trading good and services, wherein said method includes

interacting from a first provider location with a computer program stored at a remote location using a computerized communication system so as to provide said computer program with a first set of information concerning a first provider;

generating said web page, wherein said web page is responsive to said first set of information;

aggregating said first set of information with at least one second set of information provided by at least one second provider;

determining a location to display said web page; and
displaying said web page.

As to claim 1, the Examiner states that “Pasquali discloses a method of creating a web page that can be used in a dynamic system for goods and services (see title), wherein said method includes:

interacting with a computer program stored at a remote location using computerized communication system so as to provide said computer program with a first set of information concerning a first provider (Fig. 2, server 210, item 212 ad content source (URL);”

Claim 1, as amended states in part “interacting from a first provider location with a computer program stored at a remote location using a computerized communication system so as to provide said computer program with a first set of information concerning a first provider.” In claim 1, first provider information is being entered from the first provider location (i.e., client device) so as to be stored at the remote location (i.e., server device). In Pasquali, the ad content, which the Office Action has equated with the claimed information concerning a first provider, is already at the server side. Pasquali neither teaches nor discloses entering data from the client side that will be

used as advertising content at the server side, thus Pasquali does not appear to teach the invention.

Pasquali relies on the client device downloading an application from the server in order to display ad content at the client. Applicant's invention does not require the use of any additional software in conjunction with a standard web browser to view data at the client, thus Pasquali does not appear to teach the invention. Of course, additional software could be used without departing from the claimed invention.

The Examiner states that "Pasquali does not disclose, aggregating said first set of information with at least one second set of information provided by at least one second provider [but that] Nazem discloses a system and method for combining (aggregating) a multiple web pages including demographic information (first set of information) and stock symbols or weather information (second set of information)"

As previously stated, Applicant believes that Pasquali does not teach entering data at the client side that will be used as advertising data at the server side, so based on this, any combination with Nazem is moot. Furthermore, Applicant believes that Nazem does not aggregate a first set of information with at least one second set of information. Rather, Nazem inserts data objects into a template.

For at least these reasons it is believed that claim 1 is allowable over Pasquali in view of Nazem. Such action is respectfully requested.

Claim 2

Claim 2 depends from claim 1. For at least this reason and the reasons cited incident to claim 1 it is believed that claim 1 is allowable over Pasquali in view of Nazem. Such action is respectfully requested.

Claims 5

At page 3, the Examiner states that Pasquali further discloses wherein said first set of information includes a set of interactive responses to said computer program, wherein said interactive responses include data relating to stylistic and substantive elements included in said web page (col. 5, lines 59-65)

Applicant lists the cited text and claim 5 for the convenience of the Examiner.

Examiner Cited Text:

“related to window module 114 are fully described in the above-referenced co-pending U.S. patent application.

The content that may be manifested within window module 114 may include any type of content including live video streams, audio feeds, etc. Such content is manifested, for example, in a manifestation area 116 of window module 114.”

5. A method as in claim 1, wherein said first set of information includes a set of interactive responses to said computer program, wherein said interactive responses include data relating to stylistic and substantive elements included in said web page.

As can be seen above, Claim 5 states in part “...wherein said first set of information includes a set of interactive responses to said computer program...” Pasquali offers content that is manifested within window module 114; however, Pasquali does not appear to show a first set of information that includes interactive responses, thus Pasquali does not appear to teach the invention.

Claim 5 also teaches interactive responses that include data relating to stylistic elements. The cited text does not appear to make any mention of data relating to stylistic elements, thus the cited art does not appear to teach the invention.

Claim 5 depends from claim 1 and includes all its limitations. Claim 1 states in part “...provide said computer program with a first set of information concerning a first provider...” The information presented in Pasquali does not appear to be identified

as being related to a first provider who has provided the information. Applicant can find no reference in the Examiner cited text to a first set of information concerning a first provider and/or such information provided by a first provider, thus the cited art does not appear to teach the invention.

For at least these reasons it is believed that claim 5 is allowable over Pasquali. Such action is respectfully requested.

Claim 6

Claim 6 depends directly from claim 1. Claim 1 has been amended and argued above. For at least this reason and the reasons cited incident to claim 1, it is believed that claim 6 is allowable over Nazem. Such action is respectfully requested.

Claims 7

Claim 7 depends directly from claim 1. Claim 1 has been amended and argued above. For at least this reason and the reasons cited incident to claim 1, it is believed that claim 7 is allowable over Pasquali. Such action is respectfully requested.

Claims 8

Claim 8 depends directly from claim 7 which depends from claim 1. Claim 1 has been amended and argued above. For at least this reason and the reasons cited

incident to claim 1, it is believed that claim 8 is allowable over Pasquali. Such action is respectfully requested.

Claims 9

With regards to claim 9, the Examiner states that “Pasquali further discloses including the step of storing said first set of information in a database (item 204, col. 6, lines 56-67). The Examiner cited text states that Pasquali’s “data processing system 202 includes a data storage facility 204...” Applicant can find no mention in the Examiner cited text of what is stored in Pasquali’s data storage facility 204. The Examiner cited text does not appear to state that a first set of information is stored there, thus the Examiner cited art does not appear to teach the invention.

Claim 9 depends from claim 1. For at least these reasons and the reasons cited incident to claim 1, it is believed that claim 9 is allowable over Pasquali. Such action is respectfully requested.

Claims 10

Claim 10 depends directly from claim 1. Claim 1 has been amended and argued above. For at least this reason and the reasons cited incident to claim 1, it is believed that claim 10 is allowable over Pasquali. Such action is respectfully requested.

Claims 11

With regard to claim 11, the Examiner states that “Pasquali further discloses a database coupled to the server, wherein said database includes at least one record regarding a provider (FIG. 2, item 204, col. 6, lines 1-4);...” Applicant believes that the cite in the Office Action may not be correct because this text does not appear to mention a database with at least one record regarding a provider. The Examiner does mention item 204 (DATA STORE) of Pasquali; however, item 204 is connected on the client side and not the server side as the Examiner may be suggesting. Pasquali does not appear to teach or disclose applicant’s invention at least to a database coupled to said server, wherein said database includes at least one record regarding a provider; wherein said record was entered by said provider.

Applicant has also argued some common features of claim 11 in claim 1, and respectfully requests the Examiner see claim 1 also.

For at least these reasons and the reasons cited incident to claim 1, it is believed that claim 11 is allowable over Pasquali. Such action is respectfully requested.

Claims 14

Claim 14 depends from claim 11. For at least this reason and the reasons cited incident to claim 11, it is believed that claim 11 is allowable over Pasquali. Such action is respectfully requested.

Claims 15

Claim 15 depends from claim 11. For at least this reason and the reasons cited incident to claim 11, it is believed that claim 11 is allowable over Pasquali. Such action is respectfully requested.

At page 3, the Examiner rejects claims 3 – 4 under U.S.C. 103(a) as being unpatentable over Pasquali (US Patent 5,651,006) in view of Nazem et al (US Patent 5,983,227), as applied to claim 1 above and further in view of Conklin et al. (US Patent 6,338,050).

Conklin teaches a negotiations engine for international transaction processing which enables a sponsor to create and administer a community between buyers and sellers.

Claims 3

Claim 3 is repeated for the convenience of the Examiner.

3. A method as in claim 1, wherein said first set of information includes demographic information about the first provider and product information about a good or service or type of knowledge that is offered by the first provider.

With regards to claim 3, the Examiner states that “Nazeem further discloses wherein said first set of information includes demographic information about the first provider (col. 5, lines 36 – 40). Neither Pasquali nor Nazem discloses product information about a good or serve or type of knowledge that is offered by the first provider. Conklin discloses a system for information transaction processing which enables collecting demographic information about a first provider and product information about a good or service or type of knowledge that is offered by the first provider (col. 27, lines 24-col. 28, line 10).”

With regards to claim 3, Applicant acknowledges that Conklin is likely one of many programs that requests demographic information; however, Applicant disagrees with the combination of the art being obvious and believes it requires impermissible hindsight.

Claim 3 depends from claim 1. Applicant can find no advantageous reason for Pasquali and Nazem to collect from the user information of the type Examiner wish to

make the connection to. Pasquali and Nazem display information to the user primarily collected from a third party, while the invention presents information to a third party primarily collected from the user. With the arguments presented here and in regards to claim 1, the applied art alone or in combination does not appear to teach the invention at least with respect to a first set of information about the first provider and product information about a good or service or type of knowledge that is offered by the first provider, thus the cited art does not appear to teach the invention.

For at least these reasons and the reasons cited incident to claim 1, it is believed that claim 3 is allowable over Pasquali in view of Nazem et al as applied to claim 1 above and further in view of Conklin et al. Such action is respectfully requested.

Claims 4

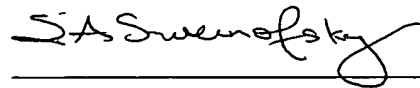
Claim 4 depends directly from claim 3 and indirectly from claim 1. For at least these reasons and the reasons cited incident to claims 3 and 1, it is believed that claim 4 is allowable over Pasquali in view of Nazem et al as applied to claim 1 above and further in view of Conklin et al. Such action is respectfully requested.

Request for Allowance

It is believed that this application is in condition for allowance. Applicants respectfully request reconsideration and allowance of this application.

If, in the opinion of the Examiner, an interview would expedite prosecution of this application, the Examiner is invited to call the undersigned attorney at the telephone number shown below.

Respectfully submitted,



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